

Exporting Macromedia Flash Video files from Adobe Premiere Pro 2.0

Macromedia® Flash™ Video lets you easily put video on a web page in a format that anyone who has the Macromedia Flash Player can view. You can export a composition as a Flash Video (FLV) file from Adobe Premiere Pro 2.0. You can then import the FLV file directly into Macromedia Flash 8 or Flash MX 2004 to use in your Flash documents. Exporting FLV files from Adobe Premiere Pro streamlines your workflow since you don't have to re-encode them upon importing into Flash.

Note: You must have QuickTime version 6.1.1 or later installed on your computer in order to export FLV files from Adobe Premiere Pro.

When exporting to FLV, you can use either of two video codecs: the On2 VP6 codec or the Sorenson Spark codec. The On2 VP6 codec is the default video codec to use when encoding FLV content for use with Flash Player 8. Compared to the Sorenson Spark codec, the On2 VP6 codec encodes higher quality video at the same data rate.

In order to support better quality video at the same data rate, the On2 VP6 codec is noticeably slower to encode, and requires more processor power on the client computer to decode and play back the video data. For this reason, you should consider the lowest common denominator of computer that your audience will use when they access your Flash video content. If you anticipate a large user base that is using older computers, it may be advisable to consider encoding your FLV files using the Sorenson Spark codec.

The Flash Video Encoder records full frames – called *key frames* – at specified intervals throughout the video. The encoder approximates frames that reside between key frames by estimating the full value of all pixels on the screen by comparing multiple frames and eliminating redundant information. By default, key frames are placed every 2 seconds, so if the video you're encoding has a frame rate of 30 fps, a key frame is inserted every 60 frames. Alternatively, you can manually specify a key frame interval. If your footage has many scene changes or rapidly moving motion or animation, then the overall image quality may benefit from a lower key frame interval. In general, a higher key frame interval produces better image quality because data is not wasted describing the areas of an image that remain unchanged from frame to frame. A smaller interval stores more complete frames, resulting in a larger file size.

Note: When exporting Flash Video, a temporary file is created in the FLV file's destination folder. The temporary file is significantly larger than the final FLV file. Before exporting, ensure you have sufficient disk space.

To export Flash Video files:

- 1 Select a sequence and choose File > Export > Adobe Media Encoder.
- 2 In the Export Settings Format pop-up menu, select Macromedia Flash Video (FLV).
- 3 In the Range pop-up menu, choose Entire Sequence or Work Area depending on what portion of the sequence you want to export.
- 4 From the Preset pop-up menu, select an export preset. Presets are based on the Flash Player version for which you intend to publish content, the video format, and the data rate at which you want your video content to be encoded.
- 5 You can choose to encode video, audio or both by selecting or deselecting the Export Video and/or Export Audio checkboxes.
- 6 (Optional) The Video tab displays the pixel dimensions of the source video. If you want the exported video to be of a different size, scrub the Frame Width and/or Frame Height values.
- 7 Click OK to start the export.
- 8 In the Save dialog box, enter a name and location for the FLV file, and then click Save.

To specify advanced video and audio encoding options:

- 1 Select a sequence and choose File > Export > Adobe Media Encoder.
- 2 In the Export Settings Format pop-up menu, select Macromedia Flash Video (FLV).
- 3 On the Video tab, click Options.

Note: The preview area in the Flash Video Encoding Settings dialog box will be blank, and you will not be able to preview video in this dialog box. Instead, you can preview video in the main Adobe Media Encoder dialog box.

- 4 In the Flash Video Encoding Settings dialog box, click Show Advanced Settings and modify any of the following video or audio encoding options:
 - By default, both video and audio are encoded. If you wish to encode only audio or only video, deselect Encode Video or Encode Audio, respectively.
 - Choose either the On2 VP6 or Sorenson Spark codec from the Video Codec pop-up menu.

Note: When using the On2 VP6 codec, you will see the Encode Alpha Channel option. The ability to export alpha channels from Premiere Pro to FLV is not supported, so this option will not work.
 - Select a frame rate for your video. To maintain the temporal quality of the original composition, choose Same as Source. To encode at a different frame rate, choose a value from the pop-up menu or manually enter a value. If you drop the frame rate to lower the data rate, the frames per second should be an evenly-divisible number from the source frame rate (that is, one-half or one-quarter the original rate).
 - To have the Flash Video Encoder place key frames automatically (1 key frame every 2 seconds), choose Automatic from the Key Frame Placement pop-up menu. To specify a different interval, choose Manual from the Key Frame Placement pop-up menu and enter an interval value up to 100 fps.
 - Select a quality setting from the Quality pop-up menu. The quality setting determines the data rate of the encoded video. The higher the data rate, the better the quality of the encoded video clip. Choose Low, Medium or High, or select Custom and enter a value in kilobits per second.
 - In the Encode Audio area, choose a data rate. Better quality audio tracks, such as music and significant background noise, require a higher data rate. Simple dialogue can be compressed to a much higher degree. Higher bit rate settings (encoded at 80 kbps or larger) are encoded in stereo, while lower bit rate settings (encoded at 64 kbps or smaller) are encoded in mono.

Note: When resizing your video for export, it is recommended that you use the Adobe Media Encoder instead of the resize options in the Flash Video Encoder. In the Flash Video Encoding Settings dialog box, make sure Resize Video is deselected, and then click OK to return to the Adobe Media Encoder. In the Video tab of the Adobe Media Encoder Export Settings dialog box, scrub the Frame Width and/or Frame Height values.

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